

The 7th Annual Employer Health & Human Capital Congress

Strategic Networking Workgroups

Limited to TEN HR/Benefits/Wellness/Health Strategy Executives per Workgroup – Make Sure to Register Early to Get into Your Top Choice!

Part One Workgroups: February 7, 2012 – 1:00pm – 1:30pm

Measuring ROI for Prevention & Wellness		Assessing Exchanges & Employer Next Steps, Post-Reform	
Workgroup Leader: Ibrahim Heiba, MD <i>Medical Director</i> Eastman Chemical <i>(2011 Koop Award Winner)</i>	Discussion topics: + Measurement strategies + Understanding biases + What metrics to track + How to communicate to c-suite	Workgroup Leader: <i>To Be Announced</i>	Discussion topics: + Compare notes on talking to CFOs about future of employee benefits + Strategize about status and opportunity of exchanges, private exchanges, defined contribution + Quantifying the value of human capital investments
Sustaining a Culture of Health & Engagement		Achieving Cost Containment	
Workgroup Leader: Andrew Hunzeker <i>Chief Financial Officer</i> Lincoln Industries	Discussion topics: + Making health a visible corporate priority to drive engagement + Sharing ideas on how to truly transform culture and maximize high-performing employees + How to design policies and programs to shift company norms	Workgroup Leader: David Kasper <i>Vice President,</i> Benefits Waste Management	Discussion topics: + Ensuring you have tackled all the low hanging fruit + Strategizing on the next generation of cost-containment + Recognize efficient wellness and benefit designs
Driving Cost Transparency		Building and Optimizing On-Site Clinics	
Workgroup Leader: Michael Vittoria <i>President</i> Rhode Island Business Group on Health	Discussion topics: + What purchasers are doing to bring rationality to pricing + How to engage with local providers + Implementing tools to drive consumerism	Workgroup Leader: <i>To Be Announced</i>	Discussion topics: + Designing high quality, patient-centric care + Partnerships that make clinics feasible + Leveraging the clinic to maximize prevention

Part Two Workgroups: February 8, 2012 – 10:00am – 10:30am

Designing Benefits to Achieve Positive Health Outcomes		Maximizing Employee Communications & the Role of Social Networking	
Workgroup Leader: <i>To Be Announced</i>	Discussion topics: + Steering employees to high value providers through benefit incentives + Strategies to drive appropriate care/surgery benefit management + Exploring domestic medical travel	Workgroup Leader: Rebecca Kelly, <i>Director, Health Promotion & Wellness</i> University of Alabama	Discussion topics: + Strategizing on employee communication best practices + Creating targeted, meaningful outreach + The role of social media and social empowerment
Progress-Based Wellness Incentives to Achieve Behavior Change		Leveraging Health Technology Innovation	
Workgroup Leader: Phil Lerner, MD <i>Senior Medical Officer, Aetna</i>	Discussion topics: + Assessing incentives versus culture change – what drives change? + Moving away from participation-based incentives to create more sustainable designs + Crafting the right incentive for your employee population	Workgroup Leader: Delia Vetter <i>Senior Director, Benefits</i> EMC Corporation	Discussion topics: + New innovations – virtual clinics, tele-health, PHR, gaming + Understanding how to evaluate ROI + Strategies to maximize prevention and engagement
Exploring Retail Health		Maximizing Prevention & Wellness in the Public Sector	
Workgroup Leader: <i>To Be Announced</i>	Discussion topics: + Examining the optimal role of retail clinics to contain costs + Best practices for promoting utilization + Assessing the opportunity for savings	Workgroup Leader: Richard A Lyons, <i>Superintendent of Schools, Maine</i> School Administrative District #22	Discussion topics: + Strategizing on proven engagement tools to reach public employees + How to overcome specific challenges facing the public sector + Aligning employee health with community health